



UNITED STATES MARINE CORPS  
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE  
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CAMP LEJEUNE NC 28542-0005

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**JUL 10 2019**

MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE CAMP LEJEUNE BULLETIN 1040

From: Commander  
To: Distribution List

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2020 ENLISTED RETENTION  
CAMPAIGN PLAN

Ref: (a) MCO 1040.31  
(b) MARADMIN 277/19 - FY20 Enlisted Retention Campaign

1. Situation. This Bulletin establishes the retention efforts required for Fiscal Year (FY) 2020 enlisted retention.

2. Mission. During FY20, Marine Corps Installations East (MCIEAST) leaders will reinforce the importance of enlisted retention programs to retain the most competitive Marines to meet the needs of the Marine Corps.

3. Execution

a. Commanders Intent. Every career and first term Marine, regardless of tier status or perceived competitiveness should submit for reenlistment. Leaders at all levels must actively engage with their enlisted Marines to ensure we retain the best and brightest for MCIEAST and the Marine Corps.

b. Concept of Operations. This Bulletin provides commanders with retention missions while reinforcing the importance of interviews and Professional Military Education (PME). It also establishes incentives for all Marines within MCIEAST regarding retention.

(1) Retention Goal. Retaining our best Marines is vital to building and sustaining our enlisted career force. We will accomplish this by focusing on the retention process at every level of command with each command's retention process aimed at providing all eligible Marines with comprehensive information and leadership regarding the opportunities for further service.

(2) Interviews. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss his/her career options in a private setting with the career planner and the commanding officer. Per reference (b), 100 percent of Marines with an End of Current Contract (ECC) ending in FY 2020 must complete the required Retention interviews no later than 1 September 2019.

(3) Professional Military Education

(a) While the primary mission of the career planner is to advise commanders and Marines on all aspects of retention, it is important that they

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assist Marines in improving their retention through performance and competitiveness. Advising Marines on programs designed to increase competitiveness and performance is a key role of the leadership.

(b) First Term Alignment Plan (FTAP) Brief - Will be conducted between 1 May and 1 September 2019 with a target audience of all FY20 FTAP Marines. Information passed during this brief should include, but is not limited to: Commander and Sergeant Major opening remarks, explanation of boat spaces, reenlistment pre-requisites, waiver process, submission timeline, lateral moves, reenlistment incentives, Quality Marine Identification, and Selective Reenlistment Bonus.

(4) Incentives. Incentives listed in this Bulletin are applicable to Marines in MCIEAST units only. Marines temporarily assigned to MCIEAST who reenlist while attached may take advantage of these incentives while assigned to MCIEAST. The incentives will not transfer to any other command.

(a) Career Planner Incentive. The Career Planner with the highest overall retention rate (total reenlistments/eligible population) and highest interview completion rate will be recommended to receive a Certificate of Commendation from the Commanding General of MCIEAST-Marine Corps Base Camp Lejeune. In order to receive this nomination the Career Planner must have accounted for at least 51 percent of the reenlistments.

(b) Reenlistment Incentives

1. FY 2020 Marines and Sailors who submit for reenlistment not later than 30 November 2019 and subsequently reenlist are authorized a 96 hour liberty period at the commander's discretion.

2. Requests for special liberty will be prepared through Marine-On-Line. Special liberty must be used within three months of the reenlistment date unless the unit Commander determines that extenuating circumstances (e.g. deployment) prevented compliance with the three month requirement.


4. Administration and Logistics. Not applicable.

5. Command and Signal

a. Command. Point of contact concerning this correspondence is Master Sergeant Andy Morley at 910-450-7105 (DSN 750) or via email at [andy.d.morley1@usmc.mil](mailto:andy.d.morley1@usmc.mil).

b. Signal. This Bulletin is effective the date signed.

6. Cancellation Contingency. This Bulletin remains in effect until the FY 2021 Retention Campaign Plan is signed.

  
S. A. BALDWIN  
Acting

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